

DYNAMICALLY BRANDED WEB SITES

ABSTRACT OF THE DISCLOSURE

5 A network facility provides a network-based Web site configuration and
Web site processing facility comprising a network location at which subscribers
define, create, and configure their Web sites to provide a hosted Web site, from
which their Web pages will be dynamically generated and served to customers.
The Web pages may be changed and previewed in real time from the subscriber's
10 Web browser. Thereafter, the subscriber's Web pages may be viewed by Web site
visitors. The hosted Web site provides a central e-commerce channel that contains
a set of software applications and data that are used to dynamically generate the
subscriber's Web site pages. The central e-commerce channel includes a process
engine that handles the various services to be provided by the subscriber Web site.

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